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## **What Motivates Consumers to Co-Create? Comparing Professional and Generic Services**

*Carmen Neghina, Faculty of Management, Science & Technology - Open University of the Netherlands, Institute for Management Research – Radboud University Nijmegen,  
Carmen.Neghina@ou.nl*

*Josée MM Bloemer\*, Institute for Management Research – Radboud University Nijmegen,  
J.Bloemer@fm.ru.nl*

*Marcel JH van Birgelen, Institute for Management Research - Radboud University Nijmegen,  
M.vanBirgelen@fm.ru.nl*

*Marjolein CJ Caniels, Faculty of Management, Science & Technology - Open University of the Netherlands, Marjolein.caniels@ou.nl*

### **Abstract**

**Consumers are increasingly expected to invest their own resources, time and energy into co-creating value with service providers. Our study aims to investigate the motives that drive consumer willingness to co-create by comparing the relative importance of six motives across professional and generic services. Our results show that consumers asked to co-create with a professional service firm are positively influenced by developmental motives, and negatively by empowerment motives. In contrast, consumers asked to co-create with a generic service are driven by individualizing and relating motives. We show how motives driving consumer willingness to co-create are influenced by knowledge intensity and workforce professionalism. In addition we show the positive impact of willingness to co-create on passive and active co-creation behaviours. We aim to open the way for a more contextual understanding of value co-creation from a consumer perspective.**

*Keywords: willingness to co-create, professional services, generic services, consumer motives*

*Track: Services marketing*